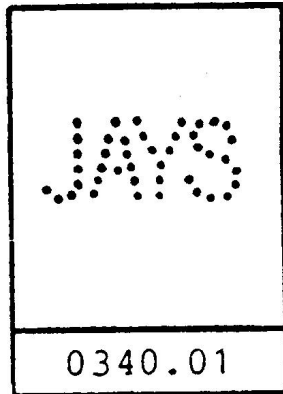


## W.C.JAY & CO

This is another page taken from the book, "LONDON AS IT IS TODAY: WHERE TO GO, AND WHAT TO SEE DURING THE GREAT EXHIBITION" dated 1851. If you remember from the last Bulletin, TERENCE BARNES sent me photocopies of some of the pages dealing with firms which may have been perfin users. The perfin "JAYS" (J0340.01) is identified as 'Jays (Furnishers) Ltd., W.I'. Terence wonders if the two companies are one and the same.



Messrs. W.C. Jay & Co's Mourning Warehouse is at 247-249, Regent Street.

This extensive establishment, the sober hue of its decorations, contrasting in a striking manner, with the gay and cheerful aspect of those by which it is surrounded, must at once attract the attention of the most casual observer, and induce him to desire to know something of the nature of its business.

The great inconvenience of having to resort to separate establishments, for the articles necessary on occasions of persons requiring mourning, induced the proprietors of this establishment to devote the whole of their large resources to supply a desideratum; that had so long been needed, and in order to secure attention, the nature of the decorations were made to correspond with the business transacted.

Here may be had every variety of mourning attire, from that which heart-felt affection dictates for the loss of a fond parent, or dearly-beloved relative, to the slight token which friendship or fashion demands, in the newest and most approved material and style, and at a few hours notice; and when we consider that on occasions of Court mourning, or the occurrence of death in any of the higher circles, how great is the number of persons, who thereby require complimentary mourning, the convenience and utility of this admirably-conducted establishment, under the immediate patronage of Her Majesty, the elegance of its salons, for the exhibition of Millinery, forming the great attraction of the season, the excellent quality of the articles sold, and the polite attention of the proprietors, at once accounts for its great importance and complete success.